

## **Multi-Component Unidirectional Graphic Article**

### Abstract of the Disclosure

The present invention relates to graphic or informational articles that may be applied to a surface of a translucent or substantially clear substrate so that the image may be viewed through the substrate. The graphic articles of the present invention include a perforated imageable component and a non-perforated attachment component. The imageable component includes an opaque, perforated imageable film layer that accepts an image layer on its first major surface. On the second major surface of the imageable film layer, a perforated, opaque light absorbing film is applied. The attachment component includes a substantially transparent scrim layer of a polymeric film. The scrim layer is un-perforated and includes a pressure sensitive adhesive on its first major surface a heat activated adhesive on its second major surface. After the imageable film layer is imaged, the heat activated adhesive may be used to laminate the attachment component to the imageable component to create a finished graphic article. The pressure sensitive adhesive on the attachment component may then be used to attach the graphic article to the transparent substrate. When the graphic articles of the present invention are mounted on a transparent substrate, an observer on one side of the substrate may view an image or a message through the substrate, and an observer on the opposite side of the substrate enjoys a substantially unobstructed view through the image and the substrate.

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